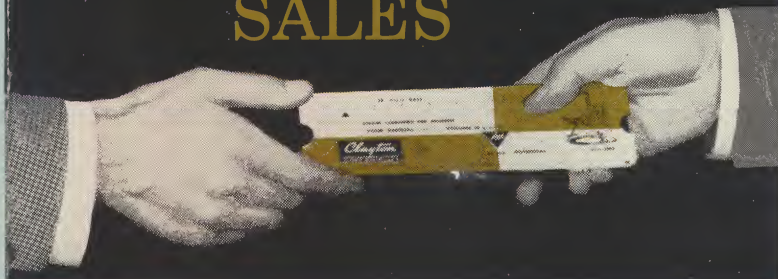


## What Users Say About their PERRYGRAF Slide-Charts

"Made selling easier all around"... Unisorb  
 "The calculator... has proven to be an excellent sales aid"... Boland Associates  
 "Perrygraf slide-chart has replaced a thick 17-page equipment manual"... Butler Manufacturing Co.  
 "Solved the problem completely"... Ray-O-Vac Co.  
 "A great success"... Henszey Co. Inc.  
 "Response of our dealers is very favorable"... Brooks and Perkins  
 "Outstanding job"... Fisher Flouring Mills Co.  
 "Many favorable comments from the field"... Brooks Instrument Co.  
 "Useful and novel door opener"... Instrument Development Laboratories, Inc.  
 "Value is enhanced by prolonged impression"... Playboy Magazine  
 "Given out many thousands"... Ballantine Laboratories, Inc.  
 "An excellent aid"... Topflight Corp.  
 "Response has been excellent"... The Perfection Steel Body Co.  
 "Congratulations for a most useful and unique item"... Commercial Truck Service, Inc.  
 "Has saved many hours per day"... Trans World Airlines, Inc.  
 "Experiencing greatly increased sales"... Barbour Stockwell Instruments  
 "Received very enthusiastically"... The Lees-Bradner Co.  
 "Of great practical use"... Miehle-Goss-Dexter, Inc.  
 "Finest device ever produced in the industry"... Vinyl Plastics, Inc.  
 "Our first order was gone in three months"... Varian Associates  
 "One of the best tools we ever provided"... The Glidden Co.



## TESTED SHORT CUTS TO MORE SALES



## 42 Authentic Sales Histories

How Sales and Advertising Executives  
HELP BEAT THE PROFIT SQUEEZE

*DON'T MISS our free offer—see pages 34-35*

### *Creative Design Dept.*

**PERRYGRAF CORPORATION**

150 South Barrington Avenue  
Los Angeles 49, Calif. — Ph.: 213 472-9541

Plants located in strategic locations in U.S.A.

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**PERRYGRAF**

*slide-charts*



Product facts at  
the fingertips

**PERRYGRAF**

*slide-charts*



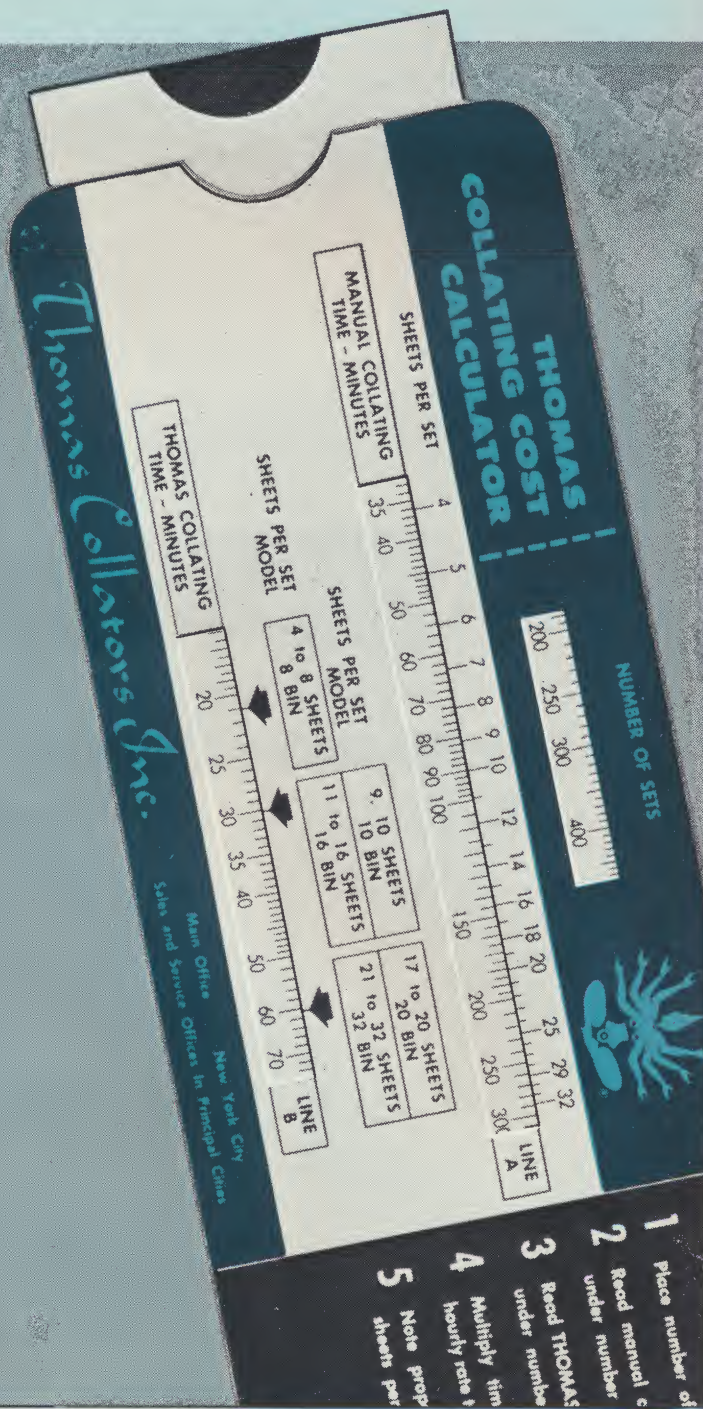
© COPYRIGHT 1963 PERRYGRAF CORP. U.S.A.



## "Response overwhelming,"

says Thomas Collators, Inc. One move of the slide on the Perrygraf slide-chart compares manual time for collating, with time on a Thomas Collator. Another move shows dollars of labor saved based on hourly rate. Has powerful appeal for men with collating problems—prime prospects for Thomas.

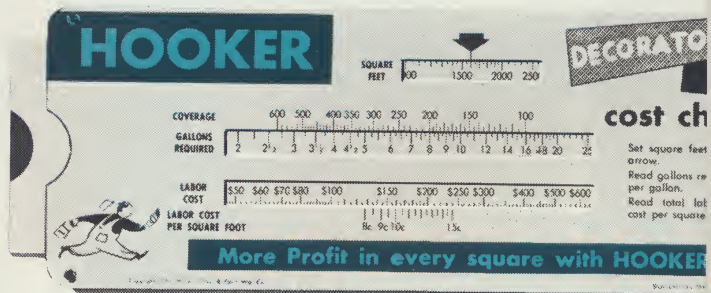
**PERRYGRAF**  
slide-charts



## "Packagers Enthusiastic"

Offered in advertising, this Perrygraf slide-chart is a unique device for pulling inquiries from men who buy polyethylene for packaging bags—including competitors' customers. It calculates in one operation amount of plastic film needed for any number of bags, any size, any thickness.

"Unique and well received by packagers," says U. S. Industrial Chemicals Co.



"Returns far exceed previous campaigns"





# 2

## Save Salesmen's Time for Selling

Four hours a day is all the average salesman spends with prospects. One hour added to the selling time of four men is equivalent to putting another trained man on the sales force.

You add selling time by subtracting detail work. Salesmen spend a lot of time thumbing through catalogs, making calculations, checking back for errors, and even phoning the office for more information.

All of this time-wasting, thought-interrupting work can be ended with a slide-chart, designed and made for you by Perrygraf, that puts product facts right at the fingertips. The prospect asks a question, the salesman moves the slide and the answer appears with irrelevant material screened out.

One heat transfer problem that took two hours to solve is now done on two moves of a Perrygraf slide-chart. Another for Westinghouse refrigeration juggles seventeen variables and specifies equipment in one operation.

A machine operation that took a thousand words to describe is shown visually in one move of a Perrygraf slide-chart.

While the slide-chart saves time, it also gives the salesman confidence, which is reflected in his prospect. Orders are closed in less time, often before competition appears.

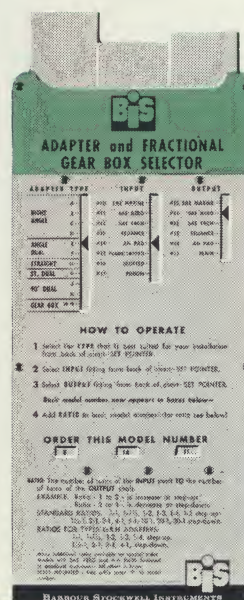
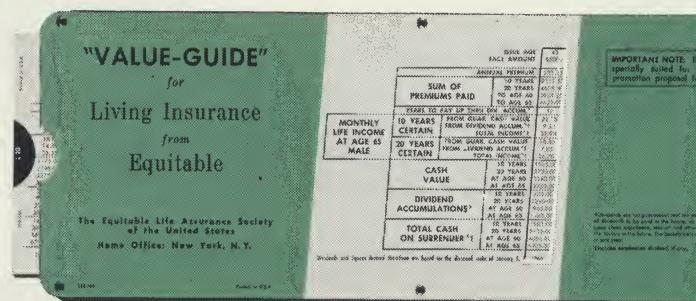
## "Salesmen now hold prospects' attention"

"A popular proposal form used by our agents," says Equitable Life Assurance, "required 29 separate figures to complete. The agent asked a question—such as age—then looked up base figures—and made pencil calculations.

"This took selling time away from the agent when he was trying to hold the attention of the prospect. And the possibility of mathematical errors added to the problem.

"Perrygraf condensed the necessary figures into a pocket sized Slide-Chart. Now agents merely set age, and read all 27 figures at a glance. They can concentrate on the sale, with fast accurate figures at their fingertips.

"Results have been popular with agents, and here is even better proof of the success of the Slide-Chart. This year we have increased our use of slides from three to seven."



## "Correct model number in seconds. Sales doubled first year"

says N. B. Perkins, Sales Manager of Barbour Stockwell, Worcester, Mass.

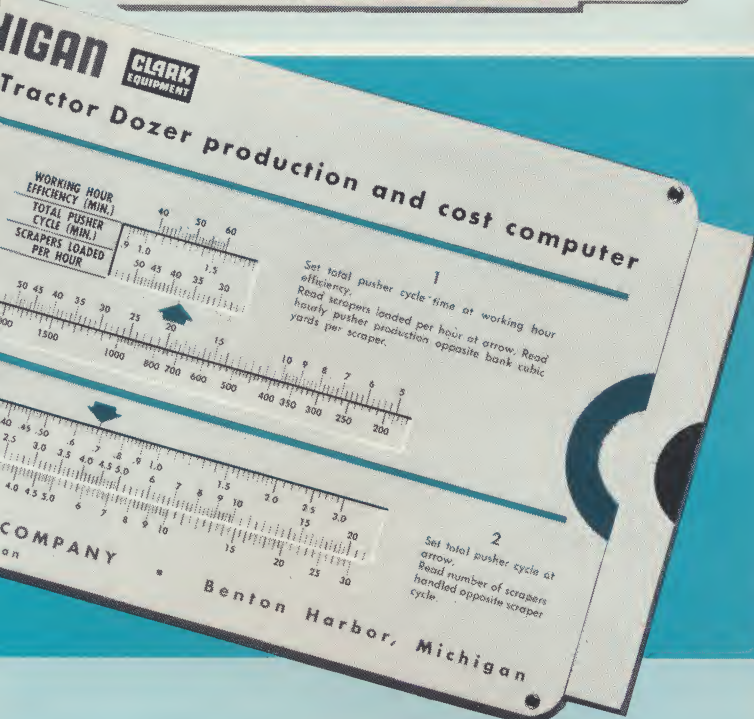
"We make gear-type adapters. They are used with tachometers and flexible shafting to make speed corrections, changes in direction, and multiple takeoffs. Different configurations, fittings, and ratios make possible 8000 standard combinations.

"Verbal explanations by salesmen were confusing, ordering was difficult, and we were losing business.

"Now with the Perrygraf slide-chart, salesmen merely set type, input, and output, and get correct model number. With this fine sales helper at work only three months, indications are we will more than double sales this year."



A Thermo-Fax salesman is not caught unprepared when his prospect mentions a competing copy machine. He has a Perrygraf slide-chart that compares Thermo-Fax with nine competing machines. He can quickly point out the superior features of his product, gain the confidence of his prospect, and close the sale before competition appears.



"Our Tractor Dozer slide-chart puts information right at the salesman's fingertips" says R. J. Warren, Production Specialist for Clark Equipment Company, Benton Harbor, Michigan.

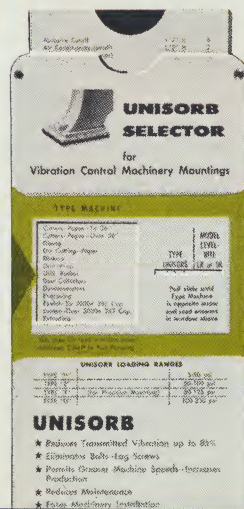
"He can answer questions standing right out on the job. Without paper and pencil the salesman can compute total pusher cycle time, number of scrapers loaded per hour, hourly operating cost, and cost per cubic yard to the fraction of a cent." A Clark salesman can walk around the job with his prospect, and answer the questions. He does not have to turn catalog pages and work with pencil and paper with the wind blowing.



"Trucks are custom built from 2000 optional components," says Divco Truck Division of Detroit. Trucks are made for milk companies, florists, cleaners, bakeries, newspapers, laundries, and many other types of business. And many optional choices are available to each business.

"This year" says Divco, "our dealers have hired many new salesmen. Most of them know nothing at all about trucks. How to enable these men to juggle 2000 components, and answer questions put by the prospect, seemed a staggering problem."

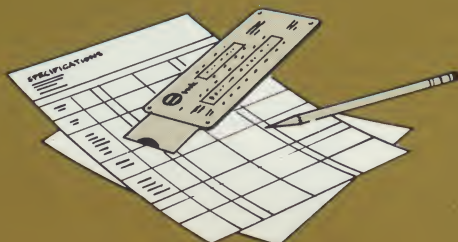
But the problem was solved with a 3½" by 9" Perrygraf slide-chart. Rookie salesmen who would have been lost using conventional sales literature, now merely set load requirements and read 47 specifications at a glance.



"Our salesmen say the Perrygraf slide-chart is the most effective time saver they have," says W. C. Henry, Supervisor, Unisorb Division, Felters Corp., Boston.

Unisorb mountings are made to control vibration of machines such as typewriters, air conditioners, printing presses, and 154 other major pieces of equipment. Salesmen merely pull the slide to set application — 157 choices — and read type and model number.





## 3 Get Your Product into Original Specifications

One of the best shortcuts to big orders is to get your product written into original specifications. Designers and architects involved with new projects are not always easy to find. And they are sometimes hard to see and influence by direct approach.

But a Perrygraf slide-chart can do the job, by making designers' work easier.

Design people are constantly using handbooks, formulae, and pencil and paper calculations. Other things being equal, they welcome a tool that makes specifying of your product easy.

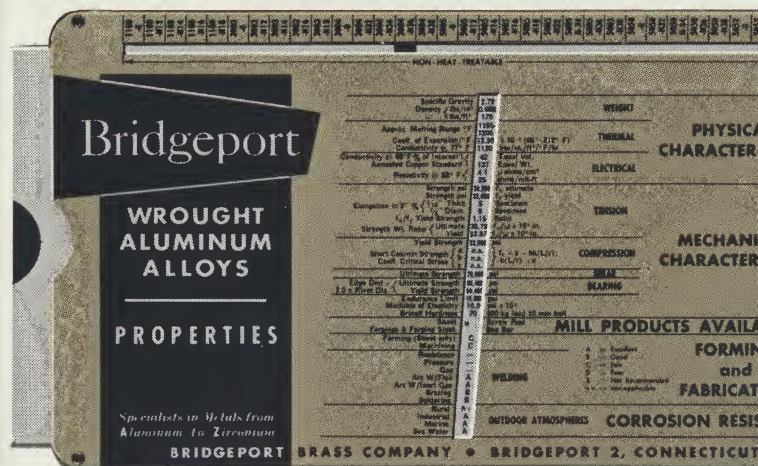
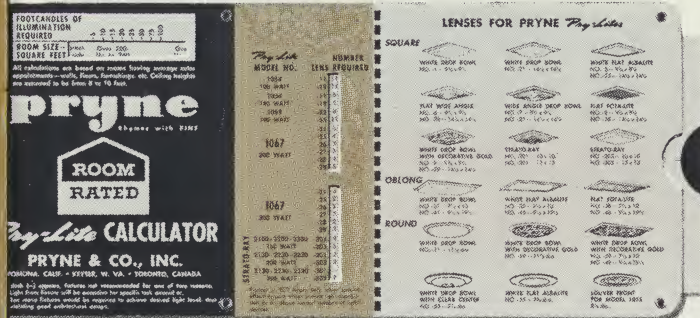
For instance Armco Steel distributes a drainage structure slide-chart to highway planning engineers. By merely moving a slide to set area in acres under type of terrain, the engineer can read size of drainage structure required for maximum rainfall contemplated.

"Our salesmen and customers are enthusiastic," says Armco.

Stanley Hardware distributes a hinge selector slide-chart to make specifying easy. "Congratulations on a job well done," says Stanley. "The mystery of specifying hinges has been eliminated."

## "Gets our lights specified throughout industry"

"Our lighting slide-chart has literally made every architect, builder and contractor an illuminating engineer," says Pryne Lighting Company. "By merely moving the slide to foot candles required, and room size, they can read Pryne model and number of lights needed. Saves them hours of engineering time, and has helped get Pryne lights specified and purchased in increasing volume throughout the building industry."



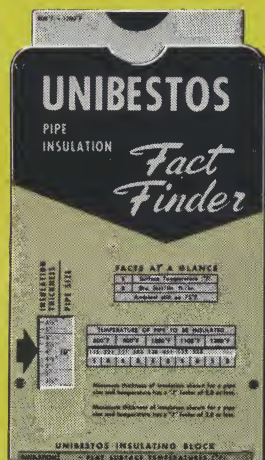
## "Excellent selling tool with design engineers"—Bridgeport Brass

Men who specify metals must consider about 40 different characteristics. Can we heat treat it? What is the weight and density? Will it cut and form? What is tensile strength, compression and bearing properties? What are its thermal and electrical properties? Will it resist deterioration outdoors or under sea water? Such information is in catalogs but difficult to extract. With the Perrygraf slide-chart the design engineer just moves the slide once, and reads what he needs to know.



### "Distinct help to design engineers"

"Engineers tell us the Fact Finder is of distinct help to them in their work. It permits the user to quickly and easily select the most economical thickness of pipe insulation."





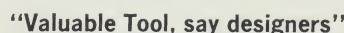
How to order ECON-O-MISER  
ECON-O-MISER  
Selector  
Valves  
To order, specify Valve Selection (1/2, 3/4, 1, 1 1/2, 2, 3, 4, 6, 8, 10, 12, 14, 16, 18, 20, 24, 30, 36, 42, 48, 60, 72, 84, 96, 108, 120, 144, 168, 192, 216, 240, 288, 324, 360, 408, 456, 504, 576, 648, 720, 792, 864, 936, 1008, 1080, 1152, 1224, 1296, 1368, 1440, 1512, 1584, 1656, 1728, 1800, 1872, 1944, 2016, 2088, 2160, 2232, 2304, 2376, 2448, 2520, 2592, 2664, 2736, 2808, 2880, 2952, 3024, 3096, 3168, 3240, 3312, 3384, 3456, 3528, 3600, 3672, 3744, 3816, 3888, 3960, 4032, 4104, 4176, 4248, 4320, 4392, 4464, 4536, 4608, 4680, 4752, 4824, 4896, 4968, 5040, 5112, 5184, 5256, 5328, 5400, 5472, 5544, 5616, 5688, 5760, 5832, 5904, 5976, 6048, 6120, 6192, 6264, 6336, 6408, 6480, 6552, 6624, 6696, 6768, 6840, 6912, 6984, 7056, 7128, 7200, 7272, 7344, 7416, 7488, 7560, 7632, 7704, 7776, 7848, 7920, 7992, 8064, 8136, 8208, 8280, 8352, 8424, 8496, 8568, 8640, 8712, 8784, 8856, 8928, 9000, 9072, 9144, 9216, 9288, 9360, 9432, 9504, 9576, 9648, 9720, 9792, 9864, 9936, 10008, 10080, 10152, 10224, 10296, 10368, 10440, 10512, 10584, 10656, 10728, 10800, 10872, 10944, 11016, 11088, 11160, 11232, 11304, 11376, 11448, 11520, 11592, 11664, 11736, 11808, 11880, 11952, 12024, 12096, 12168, 12240, 12312, 12384, 12456, 12528, 12600, 12672, 12744, 12816, 12888, 12960, 13032, 13104, 13176, 13248, 13320, 13392, 13464, 13536, 13608, 13680, 13752, 13824, 13896, 13968, 14040, 14112, 14184, 14256, 14328, 14400, 14472, 14544, 14616, 14688, 14760, 14832, 14904, 14976, 15048, 15120, 15192, 15264, 15336, 15408, 15480, 15552, 15624, 15696, 15768, 15840, 15912, 15984, 16056, 16128, 16200, 16272, 16344, 16416, 16488, 16560, 16632, 16704, 16776, 16848, 16920, 16992, 17064, 17136, 17208, 17280, 17352, 17424, 17496, 17568, 17640, 17712, 17784, 17856, 17928, 18000, 18072, 18144, 18216, 18288, 18360, 18432, 18504, 18576, 18648, 18720, 18792, 18864, 18936, 19008, 19080, 19152, 19224, 19296, 19368, 19440, 19512, 19584, 19656, 19728, 19800, 19872, 19944, 20016, 20088, 20160, 20232, 20304, 20376, 20448, 20520, 20592, 20664, 20736, 20808, 20880, 20952, 21024, 21096, 21168, 21240, 21312, 21384, 21456, 21528, 21600, 21672, 21744, 21816, 21888, 21960, 22032, 22104, 22176, 22248, 22320, 22392, 22464, 22536, 22608, 22680, 22752, 22824, 22896, 22968, 23040, 23112, 23184, 23256, 23328, 23400, 23472, 23544, 23616, 23688, 23760, 23832, 23904, 23976, 24048, 24120, 24192, 24264, 24336, 24408, 24480, 24552, 24624, 24696, 24768, 24840, 24912, 24984, 25056, 25128, 25200, 25272, 25344, 25416, 25488, 25560, 25632, 25704, 25776, 25848, 25920, 25992, 26064, 26136, 26208, 26280, 26352, 26424, 26496, 26568, 26640, 26712, 26784, 26856, 26928, 27000, 27072, 27144, 27216, 27288, 27360, 27432, 27504, 27576, 27648, 27720, 27792, 27864, 27936, 28008, 28080, 28152, 28224, 28296, 28368, 28440, 28512, 28584, 28656, 28728, 28800, 28872, 28944, 29016, 29088, 29160, 29232, 29304, 29376, 29448, 29520, 29592, 29664, 29736, 29808, 29880, 29952, 30024, 30096, 30168, 30240, 30312, 30384, 30456, 30528, 30600, 30672, 30744, 30816, 30888, 30960, 31032, 31104, 31176, 31248, 31320, 31392, 31464, 31536, 31608, 31680, 31752, 31824, 31896, 31968, 32040, 32112, 32184, 32256, 32328, 32400, 32472, 32544, 32616, 32688, 32760, 32832, 32904, 32976, 33048, 33120, 33192, 33264, 33336, 33408, 33480, 33552, 33624, 33696, 33768, 33840, 33912, 33984, 34056, 34128, 34200, 34272, 34344, 34416, 34488, 34560, 34632, 34704, 34776, 34848, 34920, 34992, 35064, 35136, 35208, 35280, 35352, 35424, 35496, 35568, 35640, 35712, 35784, 35856, 35928, 36000, 36072, 36144, 36216, 36288, 36360, 36432, 36504, 36576, 36648, 36720, 36792, 36864, 36936, 37008, 37080, 37152, 37224, 37296, 37368, 37440, 37512, 37584, 37656, 37728, 37800, 37872, 37944, 38016, 38088, 38160, 38232, 38304, 38376, 38448, 38520, 38592, 38664, 38736, 38808, 38880, 38952, 39024, 39096, 39168, 39240, 39312, 39384, 39456, 39528, 39600, 39672, 39744, 39816, 39888, 39960, 40032, 40104, 40176, 40248, 40320, 40392, 40464, 40536, 40608, 40680, 40752, 40824, 40896, 40968, 41040, 41112, 41184, 41256, 41328, 41400, 41472, 41544, 41616, 41688, 41760, 41832, 41904, 41976, 42048,

**"Designers now specify our valves in preference to others"**

On the Perrygraf slide-chart the designer merely sets temperature and reads suitable valves opposite pressure. Such easy valve selection alone would lead many designers to specify Worcester valves.

But an additional feature made the slide-chart doubly effective. Worcester had developed a new valve using new resilient materials. Pressure temperature charts available in the field did not cover valves made of these new materials. The Worcester slide-chart did include them.

"Designers are specifying our valves in preference to other types," says Worcester Valve.



"Our Perrygraf slide-chart is used by men who design piping systems and by the men who install such systems. They all tell us that our Expansion Calculator is a very valuable tool."



"Engineers using our slide-chart now have the tool for solving load and stress problems in connection with springs," says Accurate Spring Company. "They can develop formulae without resort to text books, manuals, or complicated computations. The Perrygraf slide-chart without doubt has augmented our efforts to keep Accurate Spring at the top."



## Inject Your Product into More Buying Conversations at the Buying Moment

Get your product into more buying conversations and you get more orders. More times at bat, more hits. This is the idea behind regular sales calls on known prospects, and consistent advertising.

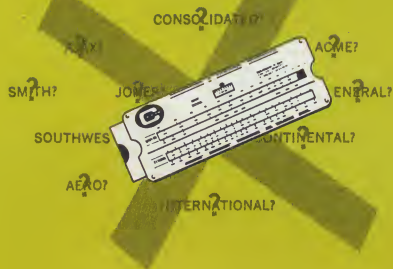
But even your best salesman cannot be everywhere at once, and even he does not always know all the key people.

That is where your Perrygraf slide-chart comes in. There are two ways a slide-chart can get your product into conversations when an order is in sight.

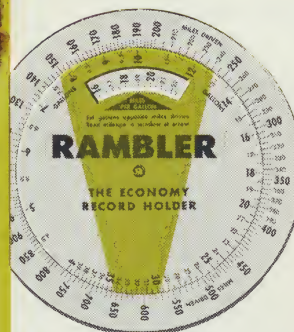
First, the slide-chart seeks out the key men. A slide-chart for selecting V-belt drives, for instance, was sent to the superintendent of a plant manufacturing air compressors. The superintendent bought few V-belt drives. But the slide-chart was too useful and too attractive to discard. So the man who got it forwarded it to an unknown key man in another division. This young fellow, without title, was specifying \$250,000 worth of drives to go on air compressors the company made.

Secondly, slide-charts inject your product into the buying conversation because they are the quick way to get fundamental product facts. They are always on hand whether your salesman is present or not. And no matter what other literature is consulted, your slide-chart will not be ignored.

**PERRYGRAF**  
slide-charts



People interested in reducing can carry this **Carnation** Calorie Counter with them. It adds up the calories eaten. Every time calories are checked dieters get the Carnation reducing story of dried milk.



Motorists interested in gas mileage get the **Rambler** gas economy story every time they check gas mileage on a trip. One million of these slide-charts were designed and produced in 3 weeks by Perrygraf, for under 3¢ each.

**"Slide-Chart always on prospect's desk"—Gabriel**

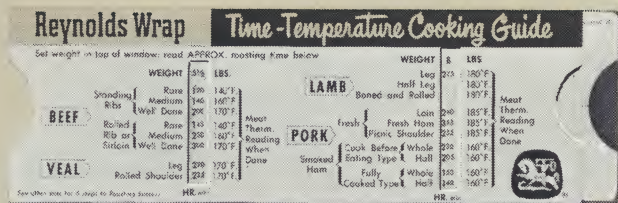
"When our salesmen make calls they invariably find our slide-chart on the prospect's desk," says Gabriel Company of Millis, Mass.

This Perrygraf slide-chart saves hours of time for men who buy antennas. It reduces to the turn of a dial the calculation of parabolic antenna parameters in microwave antenna systems.

It is sure to be the first literature consulted when an order is in sight. "Our finest sales aid," says Gabriel.







### "6 million housewives get constant reminder"

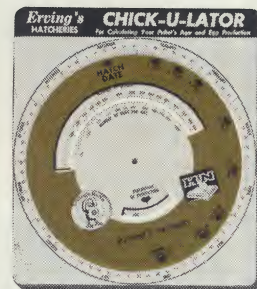
Everytime a housewife checks time needed to cook the roast, or other food, she is reminded of Reynolds Wrap. Six million of these slide-charts were made by Perrygraf, one million a week, for 2¢ each.

"Outstanding design, fastest delivery, \$60,000 under competing bid," said Reynolds.

**PERRYGRAF**  
slide-charts

### "Highly Successful," says Erving's Hatcheries

Used daily by poultrymen, this slide-chart is a constant reminder of Erving's chicks. It figures dates forward or backward, for vaccinations, time in the brooders, time to go to the laying house, and other things such as WHEN TO BUY ERVING CHICKS. The slide-chart also calculates egg production, pointing out the superior production of Erving's Leghorns.



### "Desk Top Salesman"

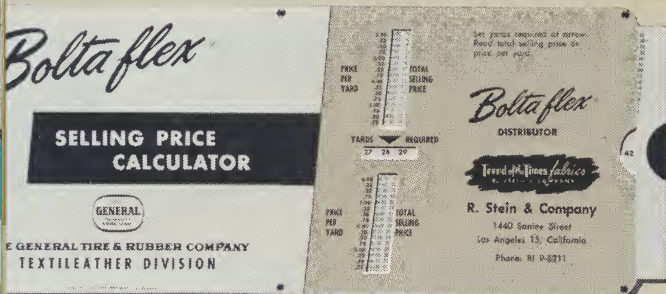
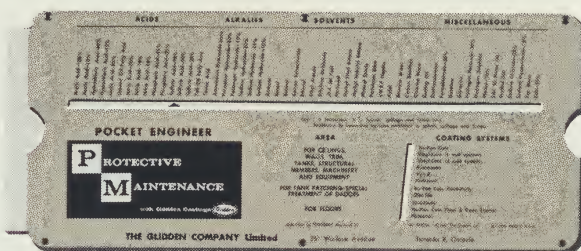
"Initially our Rectifier and Voltage Regulator slide-chart was produced for distribution at a trade show" says Frank Mitchell, Marketing Coordinator for North American Electronics. "It gives ratings, characteristics, and mechanical dimensions of our basic proprietary products.

"Engineering personnel usually loaded down with literature, readily accepted this handy reference tool.

"Later on we found the slide-chart became a desk top aid—a salesman we did not have to pay."

### "Raised the Glidden Image in the eyes of corrosion engineers, purchasing agents, and architects"—Glidden

There are at least 54 common acids, alkali, and chemicals that corrode walls, ceilings, floors, and industrial equipment. What coating to buy, how to apply, how many coats, how much material is needed, are questions that get into the buying conversation. And the slide-chart has the quick answers.



### "Keeps product name in front of dealer and customer"—General Tire & Rubber

"Much of our vinyl material is sold through small upholstery shops," says T. N. Will of General Tire and Rubber. "Methods of calculating amount of material needed to recover a piece of furniture, were not accurate.

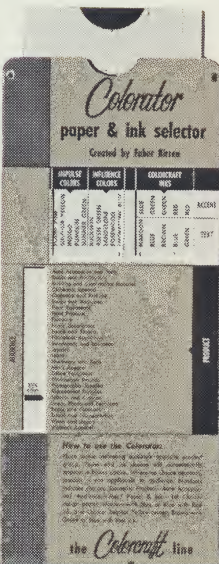
"Now with our Perrygraf slide-chart the upholsterer can quickly calculate accurately the yardage needed for the job." No matter what other materials are being considered, along with General Tire Boltaflex, the General Tire slide-chart will be used at the time a sale is being made. "The slide-chart keeps the Boltaflex trade name in front of dealer and customer" says Mr. Will.

### "Prospects enthusiastic" says Allied Paper

Imagine a door opener that gets the salesman in, gets the prospect's attention, starts a conversation about the product, and stays to inject your product whenever an order is in sight. That is Allied Paper Company's Colorator slide-chart.

Colors used in advertising vary in their ability to influence buyers. What colors to use in selling men, women, teenagers, is always a question.

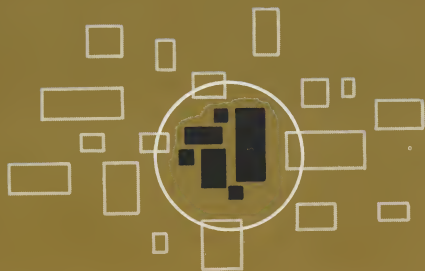
The slide-chart puts the recommendations of a famous color expert at the fingertips. "Everybody in direct mail work, advertising managers, artists, printers, are enthusiastic," says Allied Paper. And every time a booklet or other sales literature is being prepared, Allied Paper gets a hearing.





23





## Funnel Demand to Fewer Sizes and Styles

When you can funnel demand to standard styles and sizes, without sacrificing goodwill, you often do more for your customer while you make more profit.

You get lower production costs, smaller inventories, and easier order filling. Your customer gets lower prices, and faster service.

Perrygraf slide-charts funnel demand by making it easier to order standard. Specials, long superseded by better standard items, just die out.

A New York bag manufacturer, for instance, analyzed his orders. Forty-seven classes of retailers were ordering hundreds of sizes of paper bags. Yet 19 bags would fill every requirement. Then Perrygraf made him a slide-chart bag selector.

It made bag selection so easy, bag buyers delightedly adopted it overnight. They merely pulled a slide to their kind of business, and read recommended "take with" and "send out" bags. While every kind of business could be set, answers were always confined to 19 bags.



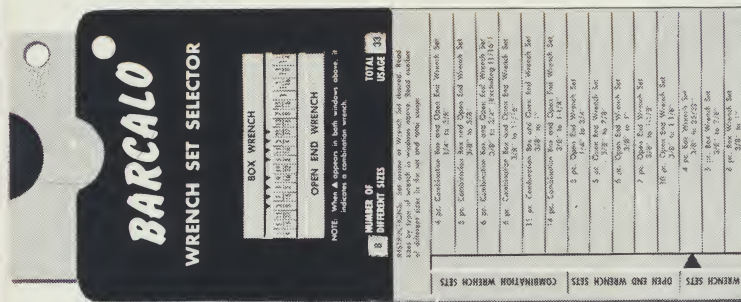
"One of the best sales aids"

—Parker-Kalon

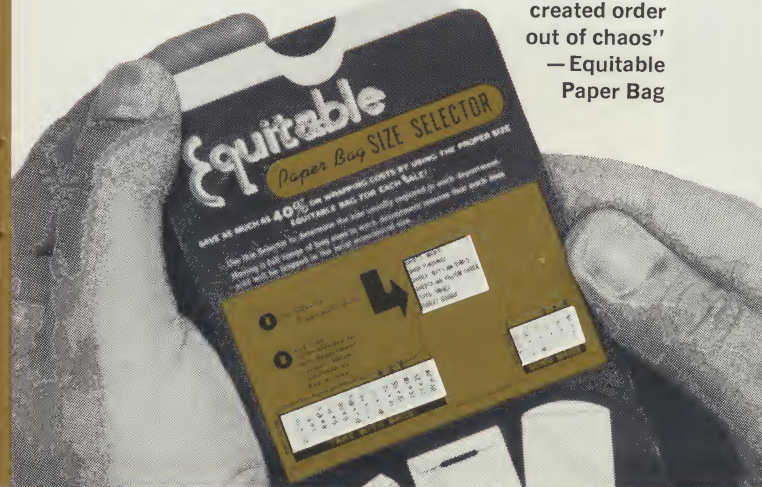
"This slide-chart puts all the new dimensional data, plus tensile strength and Rockwell hardness right at the fingertips.

"Customers are guided into selection of standard fasteners that are better buys for them, and standard production for the supplier.

"Our salesmen and distributors tell us we have produced one of the best sales aids," says Parker-Kalon.



"Our Wrench Set Selector has educated our customers on wrench sizes and set makeup"



"Our bag selector created order out of chaos"

—Equitable Paper Bag



## Suggest Related Equipment with the Primary Sale

The easiest time to sell nuts is when you are getting an order for bolts. The easiest time to sell any product is when you can relate the sale to another purchase. That's why the clerk in the drug store suggests shaving cream when you buy blades—why the gas station attendant checks your oil when he sells you gas.

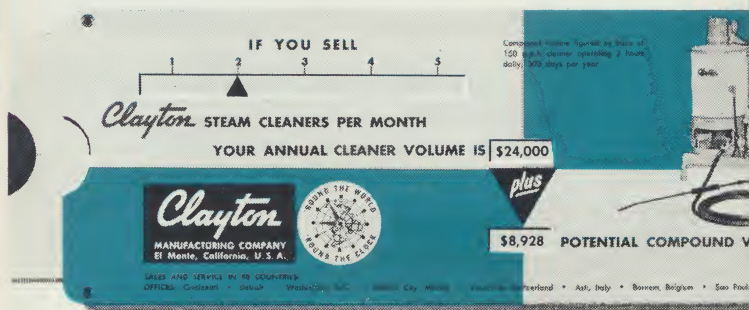
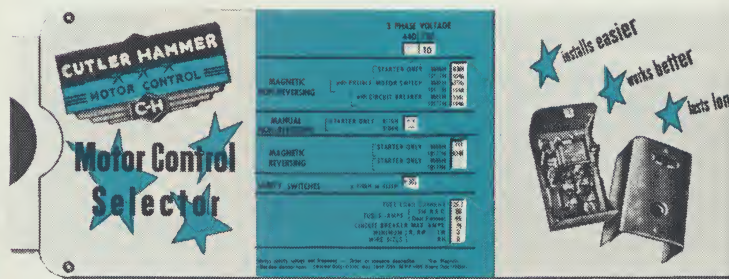
One of the easiest ways to make orders bigger is to use a Perrygraf slide-chart that suggests related equipment automatically. The salesman or prospect pulls the slide, for instance, to select a motor, and along with it sees the motor control equipment.

Similarly, Sylvania relates light fixtures to fluorescent tubes—General Electric relates furnaces to coils and enclosures for air flow installations—Grinnell relates pipe to fittings.

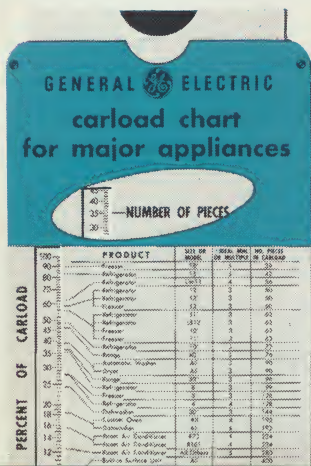
Often, the related equipment can be the bigger order.

If you want to be sure related equipment is suggested with a primary sale, try a slide-chart

Over 50,000 customers and prospects have this Motor Control Selector to use when specifying motor equipment. Related equipment selected along with primary purchase often increases order 50 to 100%.



Salesmen were selling steam cleaning machines, but not steam cleaning compound. Compound sales were 37½% of annual potential. The slide-chart shows it. "Salesmen are now enthusiastically reporting sales," says Clayton.



Helps distributors and dealers aggregate full carloads of appliances. Customers save freight, and GE gets larger orders.





## Products and Services

Perrygraf has designed and made slide-charts for satellite tracking, and lipstick, and everything in between.

A few of thousands of products and services for which Perrygraf has made slide-charts, are shown below.

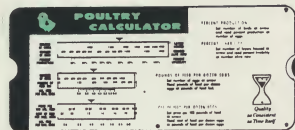
Anti-freeze  
Aircraft Flight Calculators  
Aircraft Engine Performance  
Aircraft Stabilizer Trim Setting  
Aircraft Radio Equipment  
Aircraft Identification  
Aircraft Instruments  
Aluminum Wire  
Aluminum Welding  
Aluminum Physical Properties  
Room Air-conditioners  
Automobile Batteries  
Automobile Windshield Wipers  
Automobile Oil Filters  
Automobile Spark Plugs  
Automobile Gas Mileage  
Automobile Tires  
Automobile Seat Covers  
Automobile Comparison  
Paper Cartons  
Boat Navigation  
Outboard Motors  
Plaster  
Roofing  
Concrete  
Insulation  
Paint Coverage  
Windows  
Brick  
Bus Bars  
Air Compressors  
Air Filters  
Automatic Transmissions  
Auto Engine Superchargers  
Auto Engine Design  
Auto Racing  
Auto Lighting  
Boat Propellers  
Paint Spraying  
Glass  
Electrical Wiring  
Plumbing Fixtures  
Paint Selection  
Painting Cost Savings  
Interior Decorating  
Cable  
Retail Profit  
Shelf Space Allocation  
Rubber Additives  
Tire Wear  
Steam Boilers

Steam Valves  
Steam Safety Valves  
Steam Tables (for food)  
Steam Radiators  
Steam Cost  
Salt  
Scrap Metal  
Sterilizers  
Stock Brokerage  
Sign Lighting  
Sign Letters  
Highway Sign Layout  
Springs  
Bellows  
Test Scorers  
Grade Averagers  
Golf  
Bowling  
Baseball  
Fishing  
Skeet and Trap Shooting  
Beer  
Ballistics  
Locomotives  
Cocktail Mixing  
Liquor Profit  
Lathes  
Loan Interest  
Guitars  
Piano  
Music Transposition  
Magazine Coverage  
Magazine Adv. Rates  
Machine Tool  
Machine Set-up  
Machine Feed and Speed  
Machine Economic Usage  
Machine Scheduling  
Nozzles  
Oxygen  
Operating Tables  
O-Rings  
Oil Well Production  
Oil Well Service  
Oil Tools  
Oil Well Mud  
Ore Treatment  
Economic Ordering Quantity  
Paper Weight  
Paper Making Machines  
Spices

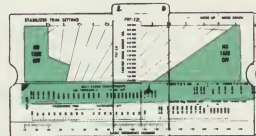
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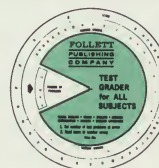
Demonstrates operation of self-priming pump.



Shows time to set into automatic light switches in chicken houses to increase egg laying.



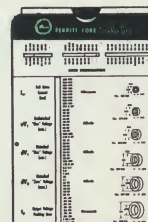
Used by TWA flight crews to determine stabilizer trim setting at take-off, based on load distribution.



Calculates school grades based on number of problems and number of correct answers.



Determines monthly payment and amount repaid on time payment loans.



Determines part of computer memory that has certain desired properties.



Descriptive booklet contains 3 slide-charts bound in as pages of the book. User reads descriptive material and uses slide-charts to calculate engine torque, truck speed, steepest grade negotiable.



**Metals:**

Iron  
Steel  
Aluminum  
Copper  
Titanium  
Vanadium  
Stainless Steel  
Tantalum  
Heat Resistant Alloys  
Magnesium  
Brass

Wood Beams  
Plywood  
Textile Machines  
Pumps for  
Water  
Food Processing  
Paper Stock  
Sewage

Shelf Space Allocation  
Photographic Film Speed  
Pipe Weight  
Pipe Dimensions  
Pipe Fittings  
Pipe Friction Loss  
Pipe Strength  
Plastic Weight  
Plastic Properties  
Plastic Selection  
Printing Cost  
Printing Ink  
Quality Control  
Marble

Limestone  
Granite  
Rocket Fuel  
Blacktoppers  
Road Rollers  
Concrete Vibrators  
Concrete Forms  
Wine

Electrical Contacts  
Blasting Powder  
Escalators  
Transistors  
Varactor Diodes  
Resistors  
Zener Diodes  
Capacitors  
Vacuum Tubes  
Printed Circuits  
Electrical Terminals  
Antenna Cables  
Earthmoving Machines  
Fences

Fire Engines  
Fertilizer  
Feed for:  
Chickens  
Dogs  
Cattle  
Horses  
Sheep  
Cats

Combines  
Hay Balers  
Feed Mixers  
Weed Killers  
Tractors

Truck Grade-ability  
Blue Prints  
Conveyors  
Canned Food

Computer Programming Aids  
Learning Curve Calculators  
Reliability Estimators  
Bible Quotation Finder  
Civil War Data  
Gasoline Blending  
Glass  
Photo Proportion  
Type Size  
Gears  
Grinding Wheels

Door Hinges  
Bolts  
Socket Head Screws  
Drill Bushings  
Cutting Tools  
Machine Tool Set-up  
Home Heat Loss  
Refrigerators  
Vacuum Cleaners  
Dishwashers  
Freezers  
Hydraulic Cylinders  
Insurance Rates  
Insurance Policy Features  
Income Tax  
Jacks  
Jet Engines  
Keys  
Radio Knobs  
Kilns

Knitting Machines  
Blood Chemistry  
Photo-Flash Exposure  
Microphotography  
Surfactants  
Fatty Acids  
Wetting Agents  
Chicken Feed  
Chicken House Lighting  
Carpets  
Tile Flooring  
Wall Tile  
Chain  
Casters  
Dental Gold  
Forming Dies  
Diesel Engine Performance  
Diesel Engine Selection  
Dog Food  
Dry Cleaning  
Dye

Ethical Drugs for:  
Tooth Decay Prevention  
Babies  
Heart Disease  
Mental Disorders  
Local Anesthetic  
Weight Reduction  
Diamonds  
Ducts  
Sports Car Racing  
Time Clocks  
Truck Performance  
Tape Recorders  
Missile Instrumentation  
Tank Volume  
Pressure Vessel Design  
Universal Joints  
Valves  
V-belts  
Vibration Testers  
Helicopters  
Welding Gas  
Welding Rod  
Wire Rope  
Electrical Wire  
Electric Motors  
Electric Motor Controls  
Water Heaters  
Wall Paper  
Engineering Aids  
X-ray Film Exposure  
X-ray Film Development  
Yeast

Military Systems:  
Bomb Damage  
Provisioning  
Radar  
Sonar  
Manpower Allocation  
Fire Control  
Astrotrackers  
Demonstration Devices  
Communications  
Satellite Orbit Simulator



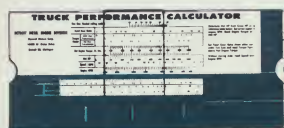
Set arrow at bug. Read pesticide to use.



Determines nutrient requirements for cattle and sheep—also amount of protein and nutrients provided by the feed.



Shows precise dosage of tranquilizers for animals, based on size of animal and job to be done—for examination, surgery, or just quieting for shipping.



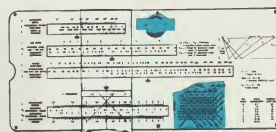
Shows engine, transmission, and rear axle required to handle load, road surface, speed and grade.



Shows how steel strapping can replace clamps on concrete forms.



Shows what spices and herbs to use with food served.



Solves complex equations involved in design of sonar underwater detection systems.





## Oldest most experienced

Perrygraf Corporation founded the slide-chart industry in 1933. Since then it has created more than 25,000 designs and made hundreds of millions of slide-charts in three Perrygraf locations. Many Perrygraf customers have large technical staffs, yet rely on Perrygraf's large staff of experienced designers. For instance, Perrygraf has designed ninety slide-charts for General Electric.

## Highest Paid Merchandising Men Choose PERRYGRAF Slide-Charts



General Motors	Chain Belt	Royal Typewriter
Chevrolet	Jefferson Electric	Sperry
Oldsmobile	Cherry-Burrell	Allis Chalmers
Frigidaire	Hoffman Farm Seeds	Alcoa
Delco	Coleman Lamp & Stove	Caterpillar
Hyatt	Le Tourneau	Anaconda
Locomotive	Shartle Bros.	Hotpoint
Ford Motor Co.	Gleem Toothpaste	Swift
Mercury	Mutual Benefit	Armour
Lincoln	Skelly Oil	Timken
Chrysler Corp.	Baldwin Locomotive	Crane
Chrysler	Yale & Towne	Roebing
DeSoto	Penton Publishing	Libby-Owens-Ford
Plymouth	Playboy	Atlas Powder
Air Temp	Cahners Publishing	International Harvester
Armstrong Cork	Ritter	John Deere
Goodrich	Axelsson	Sears Roebuck
Goodyear	Seng Hardware	U.S. Rubber
Firestone	Fashion Frocks	Borg Warner
Prudential	Lewis Shephard	Western Union
Hartford Accident	Missouri Pacific	Douglas Aircraft
Aetna Insurance	Aircraft Marine	Lockheed Electronics
Employers Mutual	Lincoln Electric	United Airlines
Sundstrand	Armco Steel	TWA
DeKalb Agricultural	CIT	Pan American
National Cylinder Gas	Avco-Crosley	North American
Penn Mutual	Hyman Seat Cover	Minneapolis Honeywell
Nordberg	United States Steel	Cutler-Hammer
Holokrome	Bethlehem Steel	Square D
Allied Chemical	Robertshaw	Allied Radio
Philadelphia Gas	Republic Steel	Camel Cigarettes
Vickers	Jones & Laughlin	Bendix
Stewart Warner	Proctor & Gamble	Seiberling
Electrovox	Union Carbide	Mansfield Tire
Gabriel	Masonite	Atlas Supply
Fuller Brush	Thor	Shure Bros.
Railway Express	Rockwell Mfg.	Southern States
Chicago Sun Times	Servel	Cooperative
Munsingwear	Line Material	Jeffrey Mfg.
Wyeth Drug	Crosby Gage	Hammermill Paper
Pfizer	Electrovoice	Rockford Paint
Abbott Laboratories	Sprague Electric	Starret
Merck	Chicago Screw	Peoples Gas
Mead Johnson	Electric Autolite	York Corp.
Mallinckrodt	Exello	Milani Salad Dressing
Smith, Kline & French	Lake Chemical	Stanley Hinge
U.S. Gypsum	Monarch Mfg.	National Steel
Ralston Purina	National Underwriter	Simmonds Saw
Hallcrafters	Cities Service	Whitman & Barnes
Ohmite	Combustion Engineering	Karagheusian Carpet
Philco	Disston Saw	(Gulistan)
Sylvania	Anso	Grinnell
Air Reduction	American Weekly	Fansteel
Falk Corporation	Lennox Furnace	Oscar Mayer
Crown Zellerbach	Belden Mfg.	Dreiss & Krump
Creamery Package	Pratt & Whitney	Dumont
Sawyer Biscuit	Ballantine	Automatic Electric
Commercial Solvents	Kearney & Trecker	Chase Brass
Kaiser Aluminum	Union Bag	LeBlonde
Barber Coleman	Granite City Steel	American Radiator
Capper Farm Publishing	American Brass	Celanese
Owens Corning Glass	Bell Telephone	Davison Chemical
Motorola	Carpenter Steel	Continental Copper
Business Week	A T & T	American President Lines
Cincinnati Milling	Standard Oil	RCA
Warner Swazey	General Electric	Giannini Controls
Lamson & Sessions	Westinghouse	P. R. Mallory
IRC	Zenith	Dupont
Iowa Farm	IBM	Diamond Match



## Perrygraf Slide-Charts put more power into every part of your sales and advertising program

Power that slide-charts can put into your sales program is exciting. Slide-charts can...

- increase inquiries vastly from prime prospects
- open doors for salesmen
- start conversation about your product
- add 50% to salesmen's selling time
- put your product into original specifications
- make dealer sales people suggest your product first
- increase the size of orders
- make your sales story easy to grasp and remember
- funnel demand to standard sizes
- get your story to key men hard to reach
- inject your product into more buying conversations
- keep your product sold by assuring correct use.

### Yet Slide-Charts Cost Little

Thousands of slide-charts can be put to work for you, for years, for the price of a single trade paper ad. Profit on a single added order can often pay for all of your slide-charts.

*Most of the slide-charts you see were designed and made by Perrygraf. They are in use all over the world printed in seven languages, AND THERE ARE REASONS WHY:*

Perrygraf has a large complete design staff with 30 years' experience. *We understand your product and its use*, so we can make valuable suggestions and prevent design errors caused by limited technical knowledge.

Your Perrygraf slide-chart will be a quality precision product too. Perrygraf has developed special equipment and special processes in 30 years that make your slide-chart better.

*Yet Perrygraf Experience and Quality Cost No More.*

## How to get information on your specific Slide-chart FREE!

Over 25,000 Perrygraf designs have been created with only a word picture for a starting point. Our vast storehouse of knowledge is yours to use without cost or obligation.

### Don't design a thing!

A Standard Oil executive recently said, "I spent six months designing a slide-chart and in five minutes you improved it 100%!" Our experience in producing millions of slide-charts forestalls errors in design and manufacture. Our Creative Design Department has solved problems within hours that have frustrated others for weeks. The result is always simpler, more useful, and more economical than even your own technical staff could develop. We understand your language.

### Just use Form — or write there's no obligation

Just fill out the enclosed information form or dictate a letter. Tell us the job your Perrygraf is to perform and how the job is being done now.

Send data sheets or catalog pages if available. Please state who will use the Slide-Chart and what quantities you might need.

Within three to five days we'll tell you how your Perrygraf can be made — exactly what it will cost — and we'll send you a sample in your field. No obligation.

If you like our suggestion and decide you want a Slide-Chart, providing one can be made that satisfies you, we gamble on producing a satisfactory model. When you approve it, we have an order. Write us today! This simple action may start development of the best idea you ever had — to improve the future for your company and you.

**PERRYGRAF CORPORATION**

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